



Station Order Revised Heinrich for Senate 2012

Market: Albuquerque

Flight Dates: Monday, October 08, 2012 to Sunday, October 14, 2012

Estimate ID
11648

Contact: Jim Giudicessi

Email: Jim.Giudicessi@krqe.com

Phone: 505-246-2222

Fax: 505-944-0259

Direct: 505-998-9530

guf 8/22/12

200515

KASA-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
People's Court	DT	M-F		\$30.00	<i>5</i>		1		1			2
1:00 PM 2:00 PM		30		\$60.00								
Funny Videos	EF	M-F		\$50.00	<i>5</i>	1		1				2
4:00 PM 5:00 PM		30		\$100.00								
Extra	EF	M-F		\$100.00	<i>5</i>	1	1		1			3
5:00 PM 5:30 PM		30		\$300.00								
Bones	PT	M		\$800.00	<i>5</i>	1						1
7:00 PM 8:00 PM		30		\$800.00								
New Girl/Mindy	PT	Tu		\$600.00	<i>5</i>	1						1
8:00 PM 9:00 PM		30		\$600.00								
X-Factor	PT	W		\$1,650.00	<i>4</i>		1					1
7:00 PM 9:00 PM		30		\$1,650.00								
Highly pre-emptible at LUR per KASA. Move to L4												
Glee	PT	Th		\$900.00	<i>4</i>			1				1
8:00 PM 9:00 PM		30		\$900.00								
Highly pre-emptible at LUR per KASA. Move to L4												
Kitchen Nightmare	PT	F		\$250.00	<i>5</i>				1			1
7:00 PM 8:00 PM		30		\$250.00								
KASA 9p News	LN	M-F		\$1,000.00	<i>3</i>	1						1
9:00 PM 9:30 PM		30		\$1,000.00								
Highly pre-emptible at LUR per KASA. Move to L3												
KASA 9:30p News	LN	M-F		\$800.00	<i>3</i>	1	1	1				3
9:30 PM 10:00 PM		30		\$2,400.00								
Highly pre-emptible at LUR per KASA. Move to L3												
Saturday 9p News	LN	Sa		\$350.00	<i>4</i>					1		1
9:00 PM 9:30 PM		30		\$350.00								
Highly pre-emptible at LUR per KASA. Move to L4												
Sunday 9:30p News	LN	Su		\$350.00	<i>4</i>						1	1
9:30 PM 10:00 PM		30		\$350.00								
Highly pre-emptible at LUR per KASA. Move to L4												

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastrategies.com

Date/Time Sent: 8/22/2012 6:51:07 AM

KASA-TV

Page 1 of 2



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Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
Station Gross Totals					3	3	4	3	3	1	1	18
					\$8,760.00							

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastrategies.com

Date/Time Sent: 8/22/2012 6:51:08 AM

KASA-TV

Page 2 of 2

Spot Manager: All, 10/08/12-10/14/12



Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Heinrich for Senate (D)
Agency: Media Strategies & Research

Line: 1

Time Period: 1p-2p

11648	10/10/12	:30	P5	1:38:16 PM 10/8-10/14	\$30.00
11648	10/12/12	:30	P5	1:58:25 PM 10/8-10/14	\$30.00
					\$60.00
					\$60.00

Line: 2

Time Period: 4p-5p

11648	10/09/12	:30	P5	4:13:11 PM 10/8-10/14	\$50.00
11648	10/11/12	:30	P5	4:30:52 PM 10/8-10/14	\$50.00
					\$100.00
					\$100.00

Line: 3

Time Period: 5p-530p

11648	10/12/12	:30	P5	5:06:48 PM 10/8-10/14	\$100.00
11648	10/10/12	:30	P5	5:14:26 PM 10/8-10/14	\$100.00
11648	10/08/12	:30	P5	5:22:39 PM 10/8-10/14	\$100.00
					\$300.00
					\$300.00

Line: 4

Time Period: 7p-8p

11648	10/08/12	:30	P5	6:58:30 PM 10/8-10/14	\$800.00
					\$800.00
					\$800.00

Line: 5

Time Period: 8p-9p

11648	10/09/12	:30	P5	8:14:40 PM 10/8-10/14	\$600.00
					\$600.00
					\$600.00

Line: 6

Time Period: 7p-9p

11648	10/10/12	:30	P4	8:59:50 PM 10/8-10/14	\$1,650.00
					\$1,650.00
					\$1,650.00

Line: 7

Time Period: 8p-9p

11648	10/11/12	:30	P4	9:00:05 PM 10/8-10/14	\$900.00
					\$900.00
					\$900.00

Line: 8

Time Period: 7p-8p

11648	10/12/12	:30	P5	7:30:20 PM 10/8-10/14	\$250.00
					\$250.00
					\$250.00

Line: 9

Time Period: 9p-930p

11648	10/09/12	:30	P3	9:16:12 PM 10/8-10/14	\$1,000.00
					\$1,000.00
					\$1,000.00

Line: 10

Time Period: 930p-10p

11648	10/10/12	:30	P3	9:38:26 PM 10/8-10/14	\$800.00
11648	10/08/12	:30	P3	9:46:22 PM 10/8-10/14	\$800.00
11648	10/11/12	:30	P3	9:57:05 PM 10/8-10/14	\$800.00

[Sorted by: Line]

Advertiser: POL/Heinrich for Senate (D)
Agency: Media Strategies & Research

Time Period: 930p-10p

WIDEORBIT
1.12031

Spot Manager: All, 10/08/12-10/14/12 (09/24/12 10:50:17 AM)

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE** ☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
KASA-TV Albuquerque	9/21/2012

I, Media Strategies and Research,
 being/on behalf of: Martin Heinrich, a legally
 qualified candidate of the Democratic political
 party for the office of: U.S. Senate
 in the General
 election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 08, 2012			Sunday, October 14, 2012		

Total Charges: \$8,760.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Friday, September 21, 2012

Date

Arthur A. Vetter

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title